Max Quality Leads

FREE CHEAT SHEET 05 / 07

THE TRUST-BUILDING CHEAT SHEET

How to prove you're the safe choice in your ads, your follow-up and your visits, so homeowners feel comfortable letting you in.

INSIDE

- The five-layer trust stack
- 10 trust-building ad and post ideas
- What to say (and avoid) in your copy
- A review engine and a 30-day content plan

> Homeowners aren't just buying a kitchen or a driveway. They're letting a stranger into their home and handing over a large sum of money. Your ads have to answer one silent question before anything else: **can I trust these people?**

01 THE TRUST STACK

Five layers of proof. The more of them a homeowner sees before they enquire, the easier the sale.

Layer	What it proves	How to show it
People	Real humans run this business	Owner and team on camera, names used in copy, van and uniform visible
Proof of work	They can actually do it	Before/after photos, job walk-throughs, progress clips
Proof from others	Other people were happy	Google reviews, quote cards, short customer videos (with consent)
Credentials	They're legitimate and covered	Insurance, guarantees, accreditations you genuinely hold
Process	There'll be no nasty surprises	Clear steps, fixed quotes, price ranges, tidy-site promise

02 CREDENTIALS WORTH MENTIONING (ONLY IF YOU HOLD THEM)

UK examples

- TrustMark, Which? Trusted Traders, Checkatrade
- FENSA or CERTASS (windows and doors)
- Gas Safe, NICEIC or NAPIT (heating and electrics)
- Manufacturer-approved installer status
- Insurance-backed guarantees

US examples

- State contractor licence number
- Bonded and insured
- Manufacturer certifications
- Better Business Bureau profile
- Written workmanship warranty

IMPORTANT

Never show a logo or badge you aren't entitled to use. It's the fastest way to lose a customer and can get you into legal trouble.

03 TEN TRUST-BUILDING AD AND POST IDEAS

1. Owner intro video

Thirty to sixty seconds: who you are, how long you've been in the area, what you promise.

2. Team on site

A simple photo or clip of the crew, named, with a line about each person.

3. Job walk-through

Walk round a finished job explaining the choices made and the problems solved.

4. Timelapse

A full day or full project in fifteen seconds. Shows real work, not stock footage.

5. Review quote card

A real Google review on a branded background, with the customer's first name and town.

6. Customer video

Ask happy customers for a 20-second phone clip. Offer to film it for them.

7. 'How we work' carousel

Five slides: enquiry, survey, quote, install, aftercare. Removes fear of the unknown.

8. Honest pricing post

Typical price ranges and what changes the price. Builds credibility and qualifies leads.

9. Mistake to avoid

A short tip that saves the homeowner money, even if they never hire you.

10. Problem fixed

A job where you fixed someone else's poor workmanship, explained calmly and without naming anyone.

04 TRUST IN THE COPY

Say this

- Specific facts: years trading, guarantee length, areas covered
- Real names: 'I'm **[Name]**, I'll be your contact'
- What happens next, step by step
- Price ranges or 'fixed price before work starts'

Not this

- 'Best in the business', 'number one', 'unbeatable'
- Countdown timers that reset
- Stock photos of perfect show homes
- Vague promises with nothing to back them up

05 TRUST AFTER THE CLICK

- **Lead form or landing page:** repeat the offer, show a face, add two or three reviews and your guarantee.
- **Thank-you message:** name the person who'll call and when. Then make sure they do.
- **First call:** reference what they told you on the form. It proves you listened.
- **The visit:** arrive on time, in branded clothing, and leave a printed summary or a follow-up email the same day.
- **The quote:** itemised, clear, with the guarantee and payment terms written in plain English.

06 BUILD A REVIEW ENGINE

1. Ask at the right moment: right after the final walk-through, when the customer is happiest.

2. Send a direct link to your Google review page by SMS or WhatsApp the same day (GoHighLevel can automate this).
3. Make it easy: suggest they mention the service and their town, which also helps local search.
4. Reply to every review, good or bad, politely and within a couple of days.
5. Turn the best reviews into quote cards and reuse them in ads, emails and on your landing page.

07 30-DAY TRUST CONTENT PLAN

Week	Post 1	Post 2	Post 3
1	Owner intro video	Before/after photo	Review quote card
2	How we work carousel	On-site progress clip	Tip: mistake to avoid
3	Team introduction	Job walk-through video	Customer video or review
4	Honest pricing post	Timelapse	Thank-you / community post

MQL NOTE

Your best-performing trust posts make your best ads. After 30 days, put a small budget behind the top three and use them for retargeting.

08 TRUST KILLERS TO FIX THIS WEEK

Trust killer	Quick fix
Stock photos in ads or on your site	Replace with real job photos, even phone shots
Leads waiting hours for a reply	Automated instant text plus a call within minutes
Unanswered comments and reviews	Reply to everything within a couple of days
No prices anywhere	Publish typical ranges for your main services
Faceless business pages	Add an owner photo, team photo and intro video
Countdown 'offers' that never end	Real deadlines, or no deadline at all

OWNER INTRO VIDEO: 45-SECOND OUTLINE

0–5s: Hi, I'm **[Name]** from **[Business Name]**. (Stand by the van or on a finished job.)

5–20s: We've been **[trade]** around **[area]** since **[year]**. You'll deal with **[me / a small team]**, start to finish.

20–35s: Three promises: **[we turn up when we say]**, **[we keep your home tidy]**, **[fixed price before we start]**.

35–45s: If you're thinking about a **[project]**, tap below and I'll give you a call.

Film it on your phone in landscape or portrait, in daylight, and add subtitles. One take with a small stumble is fine.

Max Quality Leads

WE SPEAK LESS. WE WORK MORE.

WANT EXCLUSIVE LEADS?

We build ads around your real proof and follow up every lead quickly, so homeowners trust you before you even arrive.

EXCLUSIVE

Your leads are yours. Never shared, never resold.

QUALIFIED

Screened before you pick up the phone.

CUSTOM OFFER

Built around your trade, area and margins.

Book a free strategy call

cal.com/utsav-daga/30-minute-strategy-call

Message us on WhatsApp

wa.me/919510371305

HOW WE WORK

- **Free consultation** to map your offer, area and targets.
- **Pay per lead: £3–£4** plus ad spend.
- **Meta ads setup: £400/month.**
- Meta ads, Google ads, GoHighLevel follow-up, WhatsApp/SMS/email and Google Business Profile management.